

# DEVELOPING A SCICOMM STRATEGY

## Audience types:

Think about who you want to know about your science. Are you only interested in sharing with other academics? Inside or out of your field of research? Do you want to reach your local community? An online community? In defining your target audience, you should consider key elements such as demographics, audience interests and needs, and how those are being addressed currently.

- **Demographics:** Consider the average age of your desired audience, their educational background, their social and economic standing and how that affects their lives. Do they have access to academic publications? The internet?
- **Audience interests and needs:** What topics are your audience interested in? What do you think they should know about? How can you find out what your audience wants?
- **Messaging:** What ways can your audience receive information and at what level of complexity? What work do you need to do to ensure they are able to receive your messages? Consider the language and length of your communications. Are they receiving messages (conflicting or supporting?) from other sources? How can you help them navigate this information?



## SWOT Analysis:

You can use a SWOT analysis by completing the boxes below to assess your SciComm plan in the current environment in terms of strengths and weaknesses (internal) and opportunities and threats (external).

- **Strengths:** What do you bring to science that sets you apart? Do you have a unique perspective?
- **Weaknesses:** What are your limitations? How can you overcome things like lack of knowledge or experience?
- **Opportunities:** How can you find new places to conduct SciComm? Will you take on new challenges or dive deep into specific mechanisms of SciComm?
- **Threats:** What external factors could put pressure on your SciComm endeavors or research? Which of these threats can you control? Which ones can't you control? How will you plan to respond?

